

News Release

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SINCLAIR NAMES ERIC J. KRIEGHOFF TO GENERAL MANAGER IN MADISON, WISCONSIN

Madison, WI (December 10, 2018) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Eric J. Krieghoff has been named General Manager for WMSN (FOX) in Madison, WI. The announcement was made by Steve Marks, EVP & Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “We are pleased to welcome Eric back to Sinclair. His deep roots in Wisconsin, going all the way back to the very beginning of his 25-year career, combined with extensive television sales experience make him an ideal leader for our Madison station.”

“I am honored to return to WMSN-TV, Fox 47, as the General Manager. I spent my first eleven years in broadcast sales at WMSN-TV,” commented Mr. Krieghoff. “From exclusive digital products to Green Bay Packers football, we have the best platform of marketing assets in the Madison market, all designed to provide outstanding ROI for our customers.”

Mr. Krieghoff has worked in outdoor advertising since 2011, most recently as General Manager of the Wisconsin division at Fairway Outdoor Advertising. Prior to that, he held various sales management positions at several television stations in the Madison and Green Bay areas, including spending his first eleven years at WMSN-TV as an Account Executive and New Business Manager. Mr. Krieghoff holds a Bachelor of Arts in History from the University of Wisconsin.

Sinclair is one of the largest and most diversified television broadcasting companies in the country. The Company owns, operates and/or provides services to 191 television stations in 89 markets. Sinclair is a leading local news provider in the country and operates the greatest number of award-winning news rooms in the industry and is dedicated to impactful journalism with a local focus. The Company has multiple national networks, live local sports production, as well as stations affiliated with all the major networks. Sinclair’s content is delivered via multiple-platforms, including over-the-air, multi-channel video program distributors, and digital platforms. The Company regularly uses its website as a key source of Company information which can be accessed at www.sbgi.net.

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